What is claimed is:

26.   A method for on-going management, selection, and delivery of social expression cards, the method comprising the steps of:

5   (a)   storing data in one or more databases, the data including recipient data and social expression card data.

(b)   linking the recipient data with the social expression card data thereby forming linked data to facilitate the on-going management, selection, and delivery of the social expression cards; and

10   (c)   providing a user interface to permit a user to access the data to permit the user to manage, select, and facilitate the delivery of the social expression cards.

27.   A computer program product for causing a computer to provide a user interface to permit a user to direct the management, selection, and delivery of social 15 expression cards, the computer program product comprising:

a computer-usable medium having encoded therein

(a)   a first computer-readable program code to cause the computer to store data, including at least recipient data and social expression card data, on one or more databases;

20   (b)   second computer-readable program code to cause the computer to link at least the recipient data with the social expression card data thereby forming linked data to facilitate on-going management, selection, and delivery of the social expression cards; and

(c)   third computer-readable program code to cause the computer to provide 25 a user interface to permit the user to access at least a portion of the recipient data and the social expression card data, to permit the user to manage, select, and facilitate the delivery of the social expression card to a recipient.

28.   The computer program product as recited in claim 27, further comprising 30 a fourth computer-readable program code encoded therein to cause the computer to facilitate sending a gift to the recipient by the send-by-date.

29.   A computer program product comprising a computer-usable medium having encoded thereon computer readable program code means for causing a computer to provide a user interface to permit a user to direct the management, selection, and delivery of social expression cards, the computer program product comprising:

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(a)   first computer-readable program code means for causing the computer to store data, including at least recipient data and social expression card data, in one or more databases;

(b)   second computer-readable program code means for causing the

10   computer to link at least the recipient data with the social expression card data thereby forming linked data to facilitate on-going management, selection, and delivery of the social expression cards; and

(c)   third computer-readable program code means for causing the computer to provide a user interface to permit the user to access at least the recipient data and

15   the social expression card data, to permit the suer to manage, select, and facilitate the delivery of the social expression card to a recipient.

30.   A computer system for on-going management, selection, and delivery of social expression cards, the system comprising:

20

(a)   storage means for storing data, including at least card recipient data and social expression card data, in one or more databases;

(b)   linking means coupled to the storage means, for linking the card recipient data with the social expression card data thereby forming linked data to facilitate on-going management of social expression card selection and social expression card

25   delivery; and

(c)   a user interface coupled to the storage means permitting a user to access said at least card recipient data and the social expression card data to permit the user to manage, select, and facilitate the delivery of the social expression card.

30   31.   A computer system for on-going management, selection, delivery of social expression cards, the system comprising:

(a)   a memory configured to store at least card recipient data and social

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expression card data, in one or more databases;

     (b)   a processor coupled to the memory programmed to link the card recipient data with the social expression card data thereby forming linked data to facilitate on-going management of social expression card selection and social expression card

5   delivery; and

     (c)   a user interface coupled to the memory and to the processor, configured to permit a user to access at least a portion of the card recipient data and the social expression card data to permit the user to manage, select, and facilitate the delivery of the social expression card.

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    32.   A system for printing social expression cards comprising:

    a database system to store card data including card recipient data, recipient occasion data, card design data, and card selection data;

    a database manager executing in the data base system configured to link the

15   card data as linked data; and

    a printer operatively coupled to the database manager to print a social expression card in accordance with a card order placed by a user processing the linked data.

20   33.   The system as recited in claim 32, further comprising;

    a computer access terminal having:

    an input device configured to receive customer input corresponding to the card data;

    a display device to display textual and graphical information

25   representative of the linked data; and

    a communication link coupling the customer access terminal to a distribution center to permit the card order to be transmitted to the distribution center.

    34.   The system as recited in claim 32, wherein the card data further includes

30   card order history data

35. The system as recited in claim 33 further comprising:

a second computer access terminal having:

a second input device configured to receive customer input corresponding to the card data;

5   a second display device to display textual and graphical information representative of the linked data; and

a second communication link coupling the first and second computer access terminals such that a social expression card is generated according to input from the first and second computer access terminals.

10

36. A method for printing social expression cards comprising the steps of:

storing card data including card recipient data, recipient occasion data, card design data, and card selection data;

linking the card data into linked data; and

15   printing a social expression card in accordance with an order placed by a user processing the linked data.

37. The method of claim 36, further comprising the step of storing card order history data.

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38. The method of claim 36, further comprising the step of remotely printing the social expression card in accordance with the order placed by the user.

39. The method of claim 36, further comprising the step of linking the card

25   data in a database system having a database manager.

40. The method of claim 36, further comprising the step of displaying textual and graphical information to a user, the textual and graphical information representative of the linked data.

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41. The method of claim 40, further comprising the step of displaying a social expression card selection by the user.

42. The method of claim 38, further comprising the steps of transmitting a card order to a distribution center, and

printing a social expression card in accordance with the card order.

5   43. The method of claim 42, comprising the steps of:

including data representative of a card selected by the user in the order; and

printing a social expression card in accordance with the data.

44. A system for purchasing social expression cards by a consumer using

10 a personal computer to access a global communication network, the system comprising:

a personal computer in communication with a global communication network permitting a customer to input card recipient data, recipient occasion data, card design data, and card selection data,

15 a memory storage device wherein said data input by said customer is stored,

a personal computer monitor whereby said data input by said customer may be viewed by said customer and whereby social occasion cards corresponding to said data input by said customer may be displayed to said customer,

a processor controlling display of said data input by said customer to facilitate

20 card selection and ordering by said customer and for generating a record of said order by said customer comprising order history data and order status data and for controlling storage of records of said customer's order history and order status, wherein said data input by said customer and said order history data and said order status data may be linked to facilitate management of card selection by said customer;

25 and

processing of said order received from said customer via said global communication network by an order processing facility.

Add B'

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What is claimed is:

1. An electronic system for selection of social expression cards by a plurality of independent customers wherein each customer communicates from a remote site to a distribution center, the system comprising:

a) a customer access terminal at each remote site having

1) an input device for customer input and section of card recipient data, recipient occasion data, card design data, and card selection data,

2) memory device for storage of data including the card recipient data, recipient occasion data, card design data, and card selection data,

3) display means for displaying textual and graphical information representative of the card recipient data, recipient occasion data, card design data, and card selection data,

4) a processor coupled to the display means, memory device, and input device for processing and controlling display of the card recipient data, recipient occasion data, card design data, and card selection data to facilitate card selection and ordering for generating a card order responsive thereto, and for generating and storing in the memory, records of order history and order status, said card recipient data, order history data, order status; and

b) a communications link coupling the customer access terminal to the distribution center to permit communication of the card order to the distribution center for processing of the card order.

2. The system of claim 1 wherein the card design data is stored in the memory device.

3. The system of claim 1 wherein the card design data is stored at an external location and is accessed via a communication link.

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4. The system of claim 1 wherein the card design data is accessed from a CD-ROM medium.

5. The system of claim 1 wherein the card design data contains at least textual information corresponding to the card and a graphical image of the card.

6. The system of claim 1 wherein the card recipient data includes at least a name of each recipient, an address of each recipient, and linking fields operatively linking each named recipient to the recipient occasion data and the card design data.

7. The system of claim 1 wherein the recipient occasion data includes at least an occasion identifier and a status indication of the occasion wherein the recipient occasion data is operatively linked to the card design data and to the card recipient data.

8. The system of claim 1 wherein the recipient occasion data, the card design data, and the card recipient data are accessed by a database manager.

9. The system of claim 1 wherein an image representing the card design data and the recipient occasion data appears on a video display means in graphical form to indicate the urgency of a card-giving occasion.

10. The system of claim 7 wherein the card selection data is sorted in accordance with the occasion identifier.

11. The system of claim 1 wherein the card selection data is sorted in accordance with a recipient preference indication associated with the card recipient data.

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12. The system of claim 1 wherein the customer adds a personal message to the recipient card data.

13. The system of claim 1 wherein the customer adds a digitized personal signature to the recipient card data.

14. The system of claim 1 wherein the customer to selects a mode of card delivery.

15. The system of claim 14 wherein at least part of the card recipient data, the card design data, the recipient occasion data, and the card delivery mode are communicated to the distribution center.

16. The system of claim 1 wherein the processor generates a report corresponding to the card order that is readable by an optical character recognition scanner.

17. The system of claim 1 wherein the customer to adds an enclosed gift with the card.

18. An electronic system for selection of social expression cards by a user, the system comprising:

(a)   a printing device for generating the social expression card;

(b)   a user access terminal having:

1)   an input device for user input and selection of card recipient data, recipient occasion data, card design data, and card selection data,

2)   memory device for storage of data including the card recipient data, recipient occasion data, card design data, and card selection data,

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    3)   display means for displaying textual and graphical information representative of the card recipient data, recipient occasion data, card design data, and card selection data, and

    4)   a processor coupled to the display means, memory device, and input device for controlling display of card recipient data, recipient occasion data, card design data, and card selection data to facilitate card selection and ordering for generating a card order responsive thereto, and for generating and storing in memory, records of order history and order status.

19. The system of claim 18 wherein the card design data is stored in the memory device.

20. The system of claim 18 wherein the card design data is accessed from a CD-ROM medium.

21. The system of claim 18 wherein the card design data contains at least textual information corresponding to the card and a graphical image of the card.

22. The system of claim 18 wherein the card recipient data includes at least a name of each recipient, an address of each recipient, and linking fields operatively linking each named recipient to the recipient occasion data and the card design data.

23. The system of claim 18 wherein the recipient occasion data includes at least an occasion identifier and a status indication of the occasion wherein the recipient occasion data is operatively linked to the card design data and to the card recipient data.

24. The system of claim 18 wherein the recipient occasion data, the card design

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data, and the card recipient data are accessed by a database manager.

25. The system of claim 18 wherein an image representing the card design data and the recipient occasion data appears on a video display means in graphical form to indicate the urgency of a card-giving occasion.